## Table of Contents

ACKNOWLEDGMENTS	xi
PREFACE	xiii
• Follow your entrepreneurial dream • Reap the rewards of success	
CHAPTER 1: WHERE DO YOU START?	1
• Are you ready to be an entrepreneur? • Why start your own	
business? • Why are <i>you</i> starting your business? • Seven skills	
for success • Do you have the management skills? • Why do	
businesses fail?	
CHAPTER 2: HOW DO YOU FIND THE RIGHT BUSINESS?	25
• What type of businesses are available? • Which business is	
right for <i>you</i> ? • Why are businesses sold? • What is a business	
opportunity? • How do you assess a potential business?	
CHAPTER 3: WHAT IS A FINANCIAL STATEMENT?	59
• Why do we need accounting? • Definition of a financial statement	
• What information is in a financial statement? • Accounting terms	
and definitions • How to analyze a financial statement	
CHAPTER 4: HOW DO YOU RESEARCH THE MARKET?	79
• Does your idea have market potential? • What do you research?	
• Perform a market survey • Where do you find research material?	
CHAPTER 5: WHY DO YOU NEED A LAWYER?	99
• What does a lawyer do? • How do you find the right lawyer?	
• What is a buy-sell agreement? • What do those legal terms	
mean? • A simple buy-sell agreement	

<ul> <li>CHAPTER 6: WHAT START-UP EXPENSES WILL YOU INCUR?</li> <li>What type of building should you lease? • What communications systems should you use? • What office and computer equipment is needed? • What office supplies are needed? • What insurance policies do you need? • What is risk management? • Step-by-step start-up checklists</li> </ul>	119
<ul> <li>CHAPTER 7: WHAT IS A BUSINESS PLAN?</li> <li>Why do you need a business plan? • What is in a business plan?</li> <li>How do you prepare projections? • Who will lend you money?</li> <li>Doing it right: your business plan checklist</li> </ul>	145
<ul> <li>CHAPTER 8: SHOULD YOU INCORPORATE YOUR BUSINESS?</li> <li>What is a proprietorship or partnership?</li> <li>Is a partnership a good idea?</li> <li>What is an incorporated business?</li> <li>How do proprietorships and incorporations differ?</li> <li>Should you incorporate your business?</li> </ul>	167
<ul> <li>CHAPTER 9: WHAT ARE YOU REQUIRED TO DO BY LAW?</li> <li>Municipal approvals • Name registration • Incorporation</li> <li>Business licences • Bank accounts • Provincial taxes • Goods and Services Tax/Harmonized Sales Tax (GST/HST) • Business numbers, payroll and CCRA • Workers' Compensation Board</li> <li>Other licencing agencies • Step-by-step checklist • Is business as simple as ABC and 123?</li> </ul>	181
<ul> <li>CHAPTER 10: HOW DO YOU MARKET YOUR BUSINESS?</li> <li>What is a marketing plan? • What are the four Ps of marketing? • What is branding? • Put your plan together</li> <li>How do you promote a business? • Which advertising media should you use? • How do you plan a marketing budget?</li> </ul>	195

CHAPTER 11: HOW DO YOU ORGANIZE YOUR ACCOUNTING,	
TIME AND PAPERWORK?	227
• How do you organize your files? • How do you organize	
your time and paperwork? • How do you set up your accounting?	
• How do you cost inventory? • Which business expenses are	
tax deductible? • What is a break-even point? • How do you	
record vehicle expenses? • Be nice to your accountant	
CHAPTER 12: YOUR HOME OFFICE—HEAVEN OR HELL?	259
• Is a home office for you? • What home-office tax deductions are	
available? • Can you handle the home-office challenges?	
CHAPTER 13: WHAT WILL YOUR STORY BE?	273
• Travelling the entrepreneurial road • A passion for parenting:	
New Parent Resource Guide • Take a page from this book:	
Sandhill Book Marketing Ltd. • Wired for success: Winkeys	
Wireless "Watchdog" • Working together in Harmony: Kempt Lake	
Gallery • Raking in the business: Busykids Lawn and Yard Care	
• A desire to design: NuTok Interactive • In closing	
APPENDIX 1: TELEPHONE AND INTERNET DIRECTORY	
FOR SMALL BUSINESSES	283
Government offices • Small business Web sites	
APPENDIX 2: HOW DO YOU FILL OUT THOSE FORMS?	293
<ul> <li>Quarterly GST/HST report</li> <li>CCRA payroll remittance</li> </ul>	
• Year-end T4 preparation • Year-end T4 summary	
Workers' Compensation	
INDEX	303
ABOUT THE AUTHOR	315